

Sears

Even in these new and changing times,
some things don't change

...such as our promise to stand behind every product we sell, with our famous pledge of "Satisfaction Guaranteed or Your Money Back"—and to let you decide whether or not our merchandise or service meets your expectations; ...such as our long-standing policy of always giving you the benefit of the lowest price printed in any of our regular catalogs, regardless of which current book you use; ...such as our unceasing efforts to join with you in your community in being a good citizen—honest with ourselves and with others, proud of our heritage and confident of our future.

to shop at Sears from home

just call me...

462-6861

309 PIASA STREET
ALTON, ILLINOIS



F10223

Write your account no. above

Spring through Summer 1971

SEARS, ROEBUCK AND CO., CHICAGO, ILLINOIS 60607

Satisfaction Guaranteed or Your Money Back

INDEX BEGINS ON PAGE 399



ADVENTURE found: new IN **excitement for** **polyester knits** FASHION **from the pace-setting** **designers of Italy**

1 The dress . . . dramatically printed in coral tones with burnt orange, deep tan, burnished yellow and white on black. Ruffled cuffs and flounce. Tie-belt; back zipper; 2-inch hem. Texturized polyester knit. Hand wash separately. Made in Italy. The choker is sold below.
MISSES' SIZES 8, 10, 12, 14, 16, 18.
State size. Shipping weight 1 lb. 6 oz.
V31 B 8314F.....\$24.00

2 The pants outfit . . . richly printed in lime green shades, gold and white on royal blue. Button-front tunic has tie-belt. Pants elasticized at waist. Texturized polyester knit. Hand wash separately. Made in Italy.
MISSES' SIZES 8, 10, 12, 14, 16.
State size. Shipping weight 1 lb. 6 oz.
V31 B 8315F.....\$32.00

ORDER YOUR USUAL SIZE
... if in doubt, see pages 420 and 421

The CHOKER
The right look . . . two rows of 10mm simulated pearls. 15 inches long. Adjustable hook closure.
Shipping weight 3 ounces.
V4 B 3640.....\$3.00

1





Sears Fashion Board
COLLECTION

THIS IS SEARS MARK
OF DISTINCTIVE FASHION.
IT STANDS FOR A
SEARS SERVICE THAT
IS IMPORTANT TO YOU.

It stands for the knowing
research made by
our Fashion Board in the
markets of the world
to bring you fashions
that are exciting, fun
and always in good taste.

The Fashion Board, a
unique Sears service,
does not rely on guesswork
or intuition. Instead, this
group studies, samples
and then forecasts
fashion trends.

The fine merchandise on
pages 2 thru 15 reflects
the Fashion Board's insight
as to the important fabrics,
colors, prints, silhouettes
and handicraft looks
for Spring of 1971.

 Sears Fashion Board
COLLECTION

1

2



ADVENTURE
the gaiety of IN
frontier days FASHION
sparks new flavor for juniors

SHOWN ON OPPOSITE PAGE

1 Yesteryear revisited: a peplum blouse and a skirt gone long. Button-front blouse; pull-on, flounced skirt with elasticized waist. Red, orange, yellow and leaf green flower print on black cotton broadcloth. Machine wash, warm. Shoes sold on page 235.
JUNIOR SIZES 5, 7, 9, 11, 13, 15.
State size. Shpg. wt. 1 lb.
V19 B 9397F.....\$16.97

2 Prairie dress with puffed sleeves; lacing in front; back zipper. Made in three sections of coordinated cotton broadcloth prints . . . tiny multicolor flowers printed on yellow, bright blue and red. Machine washable, warm. Laced sandals sold below.
JUNIOR SIZES 5, 7, 9, 11, 13, 15.
State size. Shpg. wt. 11 oz.
V19 B 9396F.....\$16.97

SHOWN ON THIS PAGE

3 Courtin' time look . . . a blouse and skirt of cotton broadcloth in coordinated prints that give an interesting tiered effect. Navy and white blouse has leg-o-mutton sleeves, button front, square bottom. Navy, red and white maxi skirt has rickrack trim, back zipper. Machine wash, warm. "Dog-collar" neckband sold on page 18; shoes on page 235.
JUNIOR SIZES 5, 7, 9, 11, 13, 15.
State size. Shpg. wt. 1 lb. 5 oz.
V19 B 7225F.....\$15.97

4 Folksy outfit in checked gingham of Fortrel® polyester and cotton. Button-front blouse, in tiny navy-and-white checks, has shapely front yoke, elasticized puff sleeves. Long, flounced skirt, in medium-size checks of red and white, pulls on via elasticized waist; sash and underflounce match the blouse. Machine wash, medium. Shoes sold on page 235.
JUNIOR SIZES 5, 7, 9, 11, 13, 15.
State size. Shpg. wt. 12 oz.
V19 B 9399F.....\$15.97

ORDER YOUR USUAL SIZE
. . . or see pages 420 and 421.

5 Swingy sandal laces round the leg. Leather tabs, laces, insole. Metal hooks. Composition sole. 1½-in. heel. From Italy..
Sizes B (med.) 5, 6, 7, 8, 9, 10.
State full size, then B width. Half sizes, order next size smaller.
V54 B 33187F—White
V54 B 32187F—Brown
Shipping weight 1 lb. 4 oz... \$5.99



5



ADVENTURE
IN ***bold colors and***
stark contrasts
FASHION ***bring new drama***
to loungewear



1
Jumpsuit
and vest
outfit



SHOWN ON OPPOSITE PAGE

1 Jumpsuit and vest, great outfit for entertaining at home. White jersey jumpsuit, of supple Antron® nylon, is superbly styled: Softly draped collar; gathered waist punctuated with a tie-sash; long flowing legs; back zipper closing . . . machine wash, warm temperature. Black felt vest, of rayon and wool, flashes red, yellow, lilac and bright green Schiffli embroidery . . . dry clean. MISSES' SIZES 10, 12, 14, 16, 18. Please state size. Shpg. wt. 2 lbs. 38 B 64031F.....\$36.00

SHOWN ON THIS PAGE

2 The kimono, butterfly-sleeved and sashed. In nylon tricot that's flutter-light and naturally wrinkle-resistant . . . printed in splashes of white and green on medium blue. Wrap style with inside tie-closing. Machine wash, warm temperature. MISSES' SIZES 8, 10-12, 14-16, 18. State size. Shpg. wt. 1 lb. 4 oz. 38 B 86052F.....\$19.00

3 Three-piece set . . . one of the greatest looks going. The peignoir: cotton cord in an exotic print of medium and dark green on white; edged in white batiste of polyester and cotton; button-and-loop closing. Underneath: the white batiste fabric shapes a sleep-bra top and long back-slit skirt. Top: gently elasticized under bustline; button-and-loop front closing. Skirt: pull-on style, elasticized back waist. Machine washable, warm. BUST SIZES 32, 34, 36, 38. State size. Shpg. wt. 1 lb. 4 oz. 38 B 20571F.....\$15.00

4 Strappy Sandal from Italy . . . smart with at-home or stepping-out fashions. Leather upper, vinyl insole and lining. Elastic gore under silver-color buckle. Composition sole, 2-inch heel. Sizes B (medium) 5, 6, 7, 8, 9, 10. Half sizes, order half size smaller than usual shoe size. V54 B 33156F—White V54 B 35156F—Red State full size, B width. Shpg. wt. 1 lb. 4 oz.....\$8.99

2

3
3-piece set

4

ADVENTURE IN *new spice for* FASHION swimwear.. *ankle-length* *cover-ups in* *smashing colors*

(1 thru 6) SEA STARS® swimsuits with cover-ups. Sensational jersey prints are of Antron® nylon. Hand washable separately.

SHOWN ON THIS PAGE

1 Bikini suit printed in a melange of hot colors. Shirred bra has hook closure, back-buttoned straps; inner bra has preformed cups. Lined panty elasticized at top and legs.
MISSES' SIZES 10, 12, 14. *State size.*

V7 B 7112F—Shipping weight 10 ounces \$17.00

2 Exotic djellaba is hideaway-hooded and flowing-sleeved, slit below button-front. Matches suit (1). Shoes sold on page 21.
MISSES' SIZES 10, 12, 14. *State size.*

V7 B 7113F—Shipping weight 1 pound. \$25.00

SHOWN ON THIS AND OPPOSITE PAGE

3 Sarong-style suit printed in a glorious combination of colors. Back-buttoned straps; semi-high back; back zipper closing .. inner bra has preformed cups. Suit is lined.
MISSES' SIZES 10, 12, 14, 16. *State size.*

V7 B 7108F—Shipping weight 14 ounces \$24.00

4 Seaside skirt wraps, buttons and ties at side waistline. Matches suit (3).

MISSES' SIZES S(10); M(12-14); L(16).

Please state correct size letter S, M or L.

V7 B 7109F—Shipping weight 11 ounces \$18.00

SHOWN ON OPPOSITE PAGE

5 Bikini suit in a spectacular print of stripes-plus-pattern. Bra has adjustable straps, hook closure; slightly-shaped inner bra. Lined panty is elasticized at top and legs.
MISSES' SIZES 10, 12, 14. *State size.*

V7 B 7110F—Shipping weight 10 ounces \$16.00

6 Beachcombing shift front-zips, then is slit. Matches suit (5). Shoes sold on page 21.
MISSES' SIZES 10, 12, 14. *State size.*

V7 B 7111F—Shipping weight 1 pound. \$18.00





5

6



A WOVEN FABRIC

ADVENTURE
IN *sew something unique*
FASHION *with our beautiful*
island prints:

PERMA-PREST®
polyester fabrics





Sears Fashion Board
COLLECTION

Choose a smooth, lustrous woven fabric, or a supple, soft-draping knit. Choose floral, primitive or batik-look prints in dazzling colors that capture delightfully the mood of sun, sand and sea. These fabrics are of textured polyester . . . which means they are made of thick, crimped yarn . . . and that's why they have extra body and a rich, luxurious feel. Because they're PERMA-PREST® fabrics, they shun wrinkles and keep their fresh look . . . no ironing needed if machine washed, warm, and tumble-dried. 45 inches wide. Prints are shown $\frac{1}{15}$ size.

Please state pattern number

A Woven fabric (shown on opposite page).
36 B 5800H-Shpg. wt. yd. 5 oz. Yard \$4.00

B Knit (shown on this page). From Japan.
36 B 5801H-Shpg. wt. yd. 7 oz. Yard \$5.00

C McCall's Pattern.	Misses' sizes.
For 45-inch fabric.	Shipping wt. 2 oz.
36 B 2255F	75¢
State size	8 10 12 14
Dress	2 $\frac{5}{8}$ 2 $\frac{5}{8}$ 2 $\frac{5}{8}$ 2 $\frac{5}{8}$ yards

D McCall's Pattern.	Misses' sizes.
For 45-inch fabric.	Shipping wt. 2 oz.
36 B 2255F	85¢
State size	8 10 12 14
Tie-top, shorts and skirt	4 $\frac{1}{4}$ 4 $\frac{1}{4}$ 4 $\frac{1}{2}$ 4 $\frac{1}{2}$ yards

See our complete selection of fabrics for fashions and decorating on pages 193 to 206



Sears Fashion Board
COLLECTION



1
Sleep-shift
and skirt



2 Sleep-shift and skirt

3 Sleep-shift and skirt

{ 1 thru 3 } Easy-care outfits blissfully relaxed in wrinkle-shy fabrics . . . little or no ironing if machine washed, warm, then tumble-dried. Sleep-shifts are pullover style; flounced skirts pull-on via an elasticized waist.

SHOWN ON OPPOSITE PAGE

1 Indian-look patterned broadcloth of cotton and polyester woven in lilac, bright green, orange, red, black and white . . . a great look for this sashed maxi-skirt. White sleep-shift in a light, airy fabric of polyester and cotton with a subtle leno-weave . . . the patterned fabric edges its elasticized scoop-neckline and puff sleeves. The shoes are sold on page 7.

BUST SIZES 32-34; 36; 38-40. Please state size.
38 B 20481F—Shipping weight 1 lb. 2 oz. . . . Set \$10.00

SHOWN ON THIS PAGE

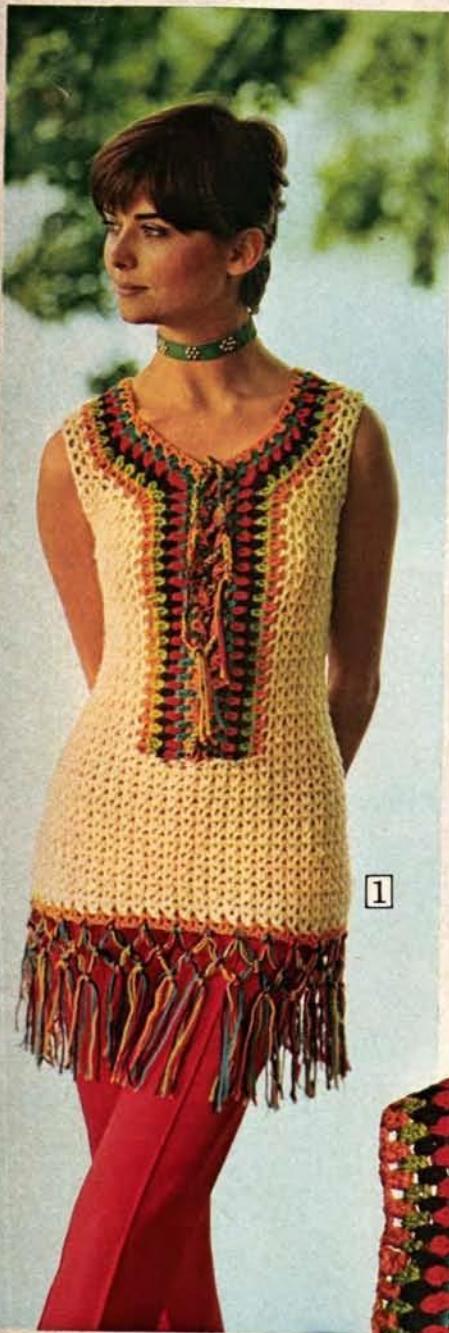
2 Geometric-print maxi-skirt . . . in red and white broadcloth of Avril® rayon and cotton. White batiste sleep-shift of polyester and cotton has long sleeves, front lacing, rickrack trim. The shoes are sold on page 7.

BUST SIZES 32-34; 36; 38-40. Please state size.
38 B 20561F—Shipping weight 1 lb. 2 oz. . . . Set \$11.00

3 Dot-and-check print midi-skirt with a fancy patch pocket. Dot-print sleep-shift . . . sleeveless; front buttons; ruffled neckline. Skirt and shift are broadcloth of cotton and polyester printed in grass green on white. BUST SIZES 32-34; 36; 38-40. Please state size.
38 B 20491F—Shipping weight 1 pound. . . . Set \$7.00

ORDER YOUR USUAL SIZE
. . . if in doubt, see pages 420 and 421

ADVENTURE
IN *now, a colorful
skirt over the*
FASHION *sleep-shift*
*gives you an instant
at-home outfit*



ADVENTURE
IN *from do-it-yourself*
FASHION *kits, make a*
folklore-look outfit
or a beautiful afghan



1
Folklore-look Kit:
make a skirt or tunic,
each with matching babushka





Sears Fashion Board
COLLECTION

(1 thru 3) Discover the great joy and satisfaction of making something that is truly your own handiwork. Naturally, it takes a little time . . . handcrafted things do. Their beauty is a reflection of your caring, your talent, your time.

SHOWN ON OPPOSITE PAGE

1 **Folklore-look Kit.** Crochet a peasant-style midi skirt or an Indian-style tunic with fringed bottom, each with matching babushka. Kit includes instructions and mothproofed wool yarn in ivory, red, orange, turquoise blue, lime green and purple. Use a size F crochet hook (not included). Skirt and tunic are pull-on style . . . can be made in two sizes; to fit Junior sizes 7-9 or 11-13. Triangular babushka is 28x21½x21½ inches, not including tie. Garments should be blocked to finished size stated. Hand wash. Blouse sold on page 83; pants sold on page 83; shoes sold on page 234.

25 B 52746—Shpg. wt. 1 lb. 10 oz... \$9.88

SHOWN ON THIS PAGE

2 **Morning Glory Afghan Kit** . . . includes mothproofed wool yarn in off-white, a loom, crochet fork and instructions. Make flowers on loom, sew center of flowers together with a tapestry needle. Make hairpin lace on crochet fork. Then crochet flowers and hairpin lace together, using a size 0 hook. Crochet hook and tapestry needle not included. Block afghan to finished size 58x70 inches. Hand wash.

25 B 5259—Shpg. wt. 2 lbs. 15 oz... \$19.88

3 **Blue Flower Afghan Kit** . . . includes mothproofed wool yarn, a loom and instructions. Make light blue and dark blue flowers on loom, sew center of flowers together with a tapestry needle . . . then crochet together, using a size 0 hook, with avocado green yarn. Crochet hook and tapestry needle not included. Block afghan to finished size 48x62 inches. Hand wash.

25 B 5275—Shpg. wt. 2 lbs. 12 oz... \$17.88

2
Morning Glory
Afghan Kit

3
Blue Flower
Afghan Kit

FREE
Craft-Fun Catalog

Selected do-it-yourself kits for needlework, knitting and crocheting, rug- and doll-making . . . plus a whole range of home-craft ideas and interesting items for hobbyists. To get your copy, call or write Sears and order 39 B 7300.



Junior Bazaar Mixables



The polyester fiber in all items on these two pages is

PORTREL
THE FRESHENING FIBER

SHOWN ON OPPOSITE PAGE

1 Pocket packin' battle jacket done up in water-repellent denim of Fortrel® polyester and cotton. Snapped and stitched in contrasting color. Machine washable, medium. "Dog collar" neckband sold on page 18.

Junior sizes 5, 7, 9, 11, 13, 15. *State correct size.*

19 B 3569F—White with navy 19 B 3571F—Navy with orange

19 B 3570F—Orange with navy

Shipping weight 1 pound 4 ounces. \$8.97

2 Flare-leg pants corral a great look in denim of Fortrel polyester and cotton. Bandless waist; belt loops; fly-front zipper. Machine wash, medium. Shoes sold on page 20.

Junior sizes 5, 7, 9, 11, 13, 15. *State correct size.*

19 B 8097F—Navy 19 B 8098F—White 19 B 8099F—Orange

Shipping weight 15 ounces. \$5.97

3 T-top takes a ribbing in Fortrel polyester and cotton knit. Long pullover-style with square bottom. Machine wash, medium.

Junior sizes S(5-7); M(9-11); L(13-15). *State S, M, or L.*

19 B 5366F—Navy 19 B 5367F—Orange 19 B 5368F—White

Shipping weight 5 ounces. \$3.97

4 Free-as-the-breeze wrapskirt with streaks of navy, white and orange woven stripes. Contour waistline; button-and-tab side closing; patch pocket. Fortrel polyester and cotton denim. Machine washable, warm. Shoes sold on page 20.

Junior sizes 5, 7, 9, 11, 13, 15. *Petite Junior sizes 3P, 5P, 7P, 9P, 11P, 13P. State size.*

Shipping weight 10 ounces. Shipping weight 10 ounces.

19 B 7216F \$5.97 19 B 7217F \$5.97

5 Pullover top knit of Fortrel polyester and cotton. 4-button placket; square-cut bottom. Machine wash, medium.

Junior sizes S(5-7); M(9-11); L(13-15). *State S, M, or L.*

19 B 5363F—Orange 19 B 5364F—White 19 B 5365F—Navy

Shipping weight 7 ounces. \$4.97

6 Trimly skirting the scene . . . a denim A-line skirt of Fortrel polyester and cotton. Self belt wraps the waist; back zipper. Machine washable, warm temperature. Shoulder bag sold on page 34; shoes on page 21.

Junior sizes 5, 7, 9, 11, 13, 15. *State correct size.*

19 B 7218F—White 19 B 7219F—Navy

Shipping weight 10 ounces. \$5.97

SHOWN ON THIS PAGE

7 Striped T-shirt . . . on top this season knit in navy, white and orange Fortrel polyester and cotton. Pullover-style with front button placket; square-cut bottom. Machine wash, medium.

Junior sizes S(5-7); M(9-11); L(13-15). *State S, M, or L.*

19 B 5371F—Shipping weight 6 ounces. \$4.97

8 Jamaica shorts . . . ranch-hand-look duds in denim of Fortrel polyester and cotton. Belt loops, fly-front zipper closing. Machine wash, medium. Belt sold on page 18; shoes on page 20.

Junior sizes 5, 7, 9, 11, 13, 15. *State correct size.*

19 B 8093F—Orange 19 B 8094F—Navy 19 B 8095F—White

Shipping weight 9 ounces. \$3.97

9 Blue denim work shirt ready for action in Fortrel polyester and cotton. Front button placket; back yoke; shirttails. Machine washable, medium temperature.

Junior sizes 5, 7, 9, 11, 13, 15. *State correct size.*

19 B 4989F—Shipping weight 7 ounces. \$4.97

10 Ride 'em cowgirl jeans in woven stripes of navy, white and orange. Denim of Fortrel polyester and cotton. Belt loops; fly-front zipper closing. Machine washable, medium temperature. Belt sold on page 18; shoes on page 20.

Junior sizes 5, 7, 9, 11, 13, 15. *State correct size.*

19 B 8096F—Shipping weight 14 ounces. \$5.97

ORDER YOUR USUAL SIZE

If in doubt, see pages 420-421

are great in denim and knit



1 Pigtail Hat. Bulky knit of Creslan® acrylic. Punch pink. Machine wash, warm temperature. *One size fits from 3 to 6x.* 29 G 2595—Shipping weight 4 ounces ... \$2.75

2 Tunic. Dacron® polyester and nylon knit in multicolor stripes. Can be worn separately as a mini dress or as a top for pants. Turtleneck. Long sleeves. Machine wash, medium.

Sizes S(2-3); M(4-5); L(6-6x). *State S, M or L.* 29 G 9650F—Shipping weight 4 ounces ... \$4.00

3 Belt. Here's the look for fall. Suede leather. Fringe tie. Navy. *One size fits from 3 to 6x.*

29 G 9407—Shipping weight 4 ounces ... \$2.00

4 Pants. Acrlan® acrylic keeps its shape because it's bonded to nylon tricot. Straight leg styling. Waist has band front and covered elastic back. Machine wash, medium.

State size 3, 4, 5, 6 or 6x. 29 G 9651F—Punch pink
29 G 9653F—Navy
Shipping weight 5 ounces Each \$4.00

5 Sweater Vest. Soft Orlon® acrylic in wide rib knit. Popular longer length. Button front. Knit loops hold all-around self-fabric belt. Punch pink. Machine wash, medium.

Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M or L. Shipping weight 6 ounces.

29 G 3500F \$5.00

6 Knickers. Woven Acrlan® acrylic holds its shape because it's bonded to acetate tricot. Multicolor plaid. Waist has band front and covered elastic back. Elastic holds knickers up comfortably at knees. Looks great with cape (7). Machine wash, med. *State size 3, 4, 5, 6 or 6x.* 29 G 9652F—Shipping weight 5 ounces ... \$4.50

7 Cape. Woven Acrlan® acrylic is bonded to acetate tricot to hold shape. Silver-color button front opening highlights the multicolor plaid. Shaped shoulders. Fringed bottom. Wear with pants (4) or knickers (6). Machine wash, warm.

Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M or L.

29 G 4306F—Shipping weight 10 ounces ... \$6.00

8 Skirt. Woven Acrlan® acrylic is bonded to acetate tricot to keep its shape. All-around box pleats. Covered elastic waistband. Multicolor plaid. Machine wash, warm temperature. *State size 3, 4, 5, 6, 6x.*

Shipping weight 9 ounces. 29 G 4307F \$4.50

9 Cloche Hat. Ribbed, double-knit Orlon® acrylic. Pompon trim. Navy. Machine wash, warm. *One size fits 3 through 6x.* Shipping weight 3 ounces. 29 G 2597 \$1.75

10 Sears Best Cling-alon® Knee Socks. Soft, luxurious blend of Orlon® acrylic and super stretch nylon. Heel and toe are reinforced with 3% extra nylon for longer wear. Ribbed cuff tops. SANI-GARD treated. Machine wash, medium temperature. Package of three pairs: I punch pink, 1 white and 1 navy. Sizes M(fits shoe sizes 3 to 5½); ML(fits shoe sizes 6 to 8½); L(fits shoe sizes 9 to 11½); XL(fits shoe sizes 12 to 4).

State one size per package M, ML, L or XL. 29 G 1811F—Shipping weight 4 oz. Pkg. \$2.99

Sears
Winnie-the-Pooh
Collection
...unmistakably fine quality



Pooh predicts a bright season for little girls wearing Punch pink and Navy

11 Nautical-look Dress. Acrilan** acrylic knit keeps its shape because it's bonded to nylon tricot. A-line style. Detachable dickey makes dressing easier. Long sleeves. Skirt has front pleat and two-inch hem. Navy and winter white. Boxed. For a smart-looking outfit wear with pants (4) sold on facing page. Machine wash, medium and hang to dry.

State size 2, 3, 4, 5, 6 or 6x.
29 G 5618F—Shipping wt. 12 oz.\$8.00

12 Jumper-look Dress. Solid punch pink fabric is knit of Acrilan** acrylic. Striped U-shape front insert and three-quarter-length sleeves are knit of Orion* acrylic. Entire dress holds its shape because it's bonded to nylon tricot. A-line style. Stand-up notched collar and turn-up cuffs. Zipper back. Two-inch hem. Punch pink. Boxed. Machine wash medium and hang to dry.

State size 2, 3, 4, 5, 6 or 6x.
29 G 5619F—Shipping wt. 11 oz.\$8.00

13 Jumper. Soft, luxurious cotton velour in an A-line styled pullover. Multicolor. Wear as a jumper or as a tunic top for pants (4) sold on facing page. Machine wash, warm.

State size 3, 4, 5, 6 or 6x.
29 G 4335F—Shipping weight 13 oz.\$6.00

14 Hat and Scarf Set. Warm knit acrylic. Bulky knit hat has large cuff for greater protection. Pompon trim. Fashionably long 54-inch scarf has decorative fringe trim. Multicolor. Set is machine washable at warm temperature.

One size fits from 3 through 6x.
29 G 2600—Shipping weight 8 oz. .Set \$6.00

15 Cape and Pants Set. Cape is wool and nylon interlined with wool, polyester and other fibers under acetate taffeta. Button front and two patch pockets. Pants are wool and nylon bonded to polyurethane foam and acetate tricot. Straight-leg styling. Elastic waistband. Navy. Dry clean.

State size 2, 3, 4, 5, 6 or 6x.
29 G 8714CF—Shpg. wt. 3 lbs.Set \$30.00

16 Sears Best Cling-alon stretch Tops. Smooth fitting knit of runproof stretch nylon. Rib-knit turtleneck and cuffs. Machine wash, warm temperature. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.

29 G 2758F—Navy
29 G 2756F—White
29 G 2776F—Punch pink
Shipping weight 3 ounces Each \$2.99

17 Sears Best Cling-alon® Stretch Tights. Smooth-fitting knit of runproof stretch nylon. Knit-in double seat and knees. Sueded elastic waistband. Full fashioned. Machine wash, warm temperature.

Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.
29 G 2712F—Navy
29 G 2710F—White
29 G 2742F—Punch pink
Shipping weight 3 ounces Each \$2.49

*Reg. T.M. DuPont **Reg. T.M. Monsanto



NOTE: Shoes shown on these two pages are sold on page 566



1 PERMA-PREST® skinny-rib Pullover.

Double-knit spun Dacron® polyester. Super-stretch for easy on and off, bounces back into shape . . . a comfortable shirt to wear. Rib-knit mock turtleneck. Long sleeves and bottom are hemmed. Machine wash, medium, tumble dry . . . no ironing. Sizes S(2-3); M(4-5); L(6-6x).

State size S, M or L.

29 G 5024F—Navy

29 G 5023F—Flash gold

29 G 5022F—Camel

Shipping weight 4 oz. Each \$3.00

2 Belted Sweater-Vest. V-neck cardigan of soft Orlon® acrylic knit in fashionably longer length. All-around self belt. Machine wash, med., tumble dry. Sizes S(2-3); M(4-5); L(6-6x).

State size S, M or L.

29 G 3726F—Flash gold

29 G 3725F—Camel

29 G 3727F—Navy

Shipping weight 6 oz. Each \$5.00

3 PERMA-PREST® Shirt. Chambray blend of polyester and cotton. Long-point collar. Extra-full sleeves with wide 2-button cuffs. Machine wash, warm and tumble dry . . . no ironing.

State size 3, 4, 5, 6 or 6x.

29 G 6340F—Flash gold

29 G 6341F—Navy

29 G 6342F—Multicolor stripe

Shpg. wt. 5 oz. Each \$3.50

4 Velour Pullover. Multicolor striped combed cotton knit velour is luxuriously soft. Rib-knit turtleneck, cuffs and waistband. Long sleeves. Machine wash, medium and tumble dry. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.

29 G 5020F—Shpg. wt. 6 oz. \$5.00

5 PERMA-PREST® woven-plaid Slacks

. . . regular and slim sizes. Flare-leg styling. Fortrel® polyester and cotton. Waist has elastic back and band front with Gripper® fasteners. Zipper fly. Multicolor plaid. Machine wash, medium and tumble dry . . . no ironing.

Regular sizes. Fit the child with an average build. State size 3, 4, 5, 6 or 6x. See chart 2 on page 29.

29 G 6721F—Shpg. wt. 6 oz. \$4.50

Slim sizes. Fit the child with a slender build. State size 3, 4, 5, 6 or 6x. See chart 3 on page 29.

29 G 6722F—Shpg. wt. 6 oz. \$4.50

6 Striped corduroy Slacks. . . . regular

sizes that fit the child with average build. Flare legs. Midwaist cotton corduroy. Waist has elastic back and extended band front with Gripper® snap fasteners. Zip fly. Two pockets. Multicolor stripes. Machine wash, medium. State size 3, 4, 5, 6 or 6x. See chart 2, page 29.

29 G 6719F—Shpg. wt. 8 oz. \$4.50

7 PERMA-PREST® solid-color Jeans

. . . slim sizes that fit the child with slender build. Flare-leg styling. Polyester and cotton in popular high-ridge twill. Long-wearing because they are bartacked at points of strain and have Perma-Nee® reinforced knees. Band waist with belt loops. Handsome rally-back style with two back pockets set in yoke plus two front pockets. Pooh patch on hip. Navy. Machine wash, medium and tumble dry . . . no ironing.

State slim size 3, 4, 5, 6 or 6x. See chart 3 on page 29.

29 G 75509F—Shpg. wt. 8 oz. \$4.50

8 Belt. Black harness leather. Winnie-the-Pooh etched on brushed chrome-plated steel buckle. Waist sizes S(19-21 in.); L(22-24 in.). State size S or L.

29 G 9413F—Shpg. wt. 4 oz. \$2.50

9 Cling-alon® Crew Socks. Soft Orlon®

acrylic blended with stretch nylon. Heels and toes are reinforced with an extra 3% nylon. Elasticized tops. Machine wash, medium. Package of 3 pairs: 1 camel, 1 navy and 1 flash gold. Sizes M(fits shoe sizes 3 to 5½); ML(fits shoe sizes 6 to 8½); L(fits shoe sizes 9 to 11½); XL(fits shoe sizes 12 to 4).

State one size per pkg. M, ML, L or XL.

29 G 1900F—Wt. 3 oz. Pkg. \$1.79

*Reg. DuPont T.M. **Reg. Fiber Industries, Inc. T.M.

Sears

Winnie-the-Pooh
Collection
...unmistakably fine quality

Pooh directs
the little boys'
fashion scene
starring
Flash gold,
Navy
and Camel



10 **Corduroy Vest.** Plush ribless cotton corduroy lined with acetate tricot. Two patch pockets. Front belt. Simulated leather buckle. Dry clean. Can be mixed or matched with any pants on these two pages. Sizes S(2-3); M(4-5); L(6-6x). *State size S, M or L.* 29 G 9417F—Flash gold 29 G 9418F—Navy Shipping weight 6 ounces Each \$7.00

11 **Solid-color Corduroy Slacks . . regular sizes.** Flare-leg styling. Plush ribless cotton corduroy. Waist has elastic back and band front. Zipper fly has fashionable nautical-look button trim. Machine wash, medium. Regular sizes fit child with average build. *State size 3, 4, 5, 6 or 6x. See chart 2, page 29.* 29 G 6724F—Flash gold 29 G 6723F—Navy Shipping weight 10 ounces Each \$4.50

12 **Belted Pullover Sweater.** Soft Orlon® acrylic knit in fashionably longer length. Heather-look ribbing is highlighted by contrasting color yarn. Turtleneck. All-around belt. Wide rib-knit waistband and cuffs. Machine wash medium and tumble dry . . no ironing. Sizes S(2-3); M(4-5); L(6-6x). *State size S, M or L.* 29 G 3718F—Beige and flash gold 29 G 3719F—Navy and white Shipping weight 8 ounces Each \$5.00

13 **Corduroy Sport Coat.** Plush ribless cotton corduroy lined with acetate tricot. Stitched trim in contrasting color. Wide lapels. Two pockets. High center back vent. Simulated leather buttons on front and sleeves. Camel color. Dry clean. *State size 3, 4, 5, 6 or 6x.* 29 G 9419F—Shipping weight 12 oz. \$12.00

14 **PERMA-PREST® striped Jeans . . regular and slim sizes.** Flare-leg styling. Polyester and cotton twill with multicolor stripes. Long-wearing because they are bartacked at points of strain and have Perma-Nee® reinforced knees. Band waist with belt loops. Handsome rally-back style . . back yoke, two front pockets. Pooh patch on hip. Machine wash, medium, tumble dry . . no ironing.

Regular sizes. Fit the child with average build. *State size 3, 4, 5, 6 or 6x. See chart 2, pg. 29.* 29 G 75503F—Shipping weight 8 oz. \$4.50

Slim sizes. Fit the child with slender build. *State size 3, 4, 5, 6 or 6x. See chart 3 on pg. 29.* 29 G 75508F—Shipping weight 8 oz. \$4.50

15 **PERMA-PREST® Pullover.** Stretch nylon accented with Pooh embroidery. Rib-knit turtleneck and cuffs. Hemmed bottom. Machine wash, medium and tumble dry . . no ironing. Sizes S(2-3); M(4-5); L(6-6x). *State size S, M or L.* 29G48054F—Flash gold 29G48055F—Camel 29G4805F—Navy Shipping weight 4 ounces Each \$3.50

NOTE: Shoes are sold on page 569.



12

13

10

14

10

3

11

11



*Reg. DuPont T.M.

CPBKM AEDSLG Sears 21



Pooh designs
Little Girls' Fashions in Berry red and Acorn brown for fall



Sears
Winnie the Pooh Collection
...unmistakably fine quality

(1 and 2) Shape-keeping double-knit acrylic. Berry red and Acorn brown stripes. Machine wash, med., tumble dry no iron. State size 3, 4, 5, 6 or 6x.

1 PERMA•PREST® Pull-over Tunic Top. Sleeveless. Wear with skirt (2), pants (6) or knickers (9). 29G4371F—Wt. 9 oz. \$5.00

(3 and 4) Runproof stretch nylon knit. Machine wash, warm. Sizes S(2-3); M(4-5); L(6-6x). State size S, M, L.

2 PERMA•PREST® Skirt. Waist has covered elastic back and band front. A-line styling. Wt. 9 oz. 29 G 4370F \$4.00
Sears Best Cling-alon®ights. Knit-in double
3 Tights. Full fashion seat and knee
ion.
29G2713F-Berry red
29G2710F-White
29G2741F-Acorn brown
Shpg. wt. 3 oz. Ea. \$2.49

(5 and 6) Shape-keeping double-knit acrylic. Machine wash, med., tumble dry no ironing. State size S, M, L.

5 PERMA•PREST® high-waist Dress. Shirred skirt has 2-in. hem. Zipper back. Berry red and Acorn brown. Wt. 12 oz. 29 G 5620F \$8.00

6 PERMA•PREST® Pants. Waist has band front, covered elastic back. Straight-leg styling. Berry red. Wt. 5 oz. 29 G 9656F \$4.50
7 Ribbed Pullover Vest. Soft Orlon® acrylic knit in longer length. Rib-knit U-neck. All-around self belt. Machine wash medium. Sizes S(2-3); M(4-5); L(6-6x).
29 G 3534F-Berry red 29 G 3535F-White
29 G 3533F-Acorn brown
State size S, M or L. Shpg. wt. 5 oz. Each \$5.00

8 Cloche Hat. Ribbed double-knit of Orlon® acrylic. Pom-pom trim. Machine wash warm. Berry red.
29 G 2598—One size fits 3 thru 6x. Wt. 3 oz. \$1.75

(9 and 10) Shape-keeping double-knit acrylic. Berry red and Acorn brown stripes. Machine wash, med., tumble dry no ironing. State size 3, 4, 5, 6 or 6x.

9 PERMA•PREST® Knickers. Covered elastic back waist, band front. Elastic holds knickers up at knee. Shpg. wt. 5 oz. 29 G 9654F \$4.50

10 PERMA•PREST® Jumper. A-line style. Smartly-trimmed with buttons and fine detailing.
Shipping wt. 11 oz. 29 G 4358F \$6.00
11 Sears Best Cling-alon® Knee Socks. Knit-in cable pattern. Orlon® acrylic and stretch nylon. Machine wash, medium. Pkg. of 3 prs.: 1 Berry red, 1 white, 1 Acorn brown. Sizes M(fits shoe size 3-5½); ML(fits shoe size 6-8½); L(fits shoe size 9-11½); XL(fits shoe size 12-4). State 1 size per pkg. M, ML, L, XL.
29 G 1824F—Shipping weight 3 ounces Pkg. \$2.99

12 Pooh Charm Bracelet. She will love this 24K gold-plated bracelet. Snap clasp. Gift boxed.
29 G 9426—One size fits all children. Wt. 3 oz. \$4.00

13 Pullover Sweater. Rib-knit Orlon® acrylic. Fashionable longer length. Turtleneck. Saddle shoulders. Acorn brown (other colors sold pg. 25). Machine wash medium, tumble dry. Sizes S(2-3); M(4-5); L(6-6x).
29 G 3722F—State S, M or L. Wt. 7 oz. \$5.00

14 Suede leather Belt. Fringe ties. Acorn brown.
29 G 9408—Fits sizes 3 thru 6x. Wt. 4 oz. \$2.00

15 Plaid Pants. Woven Acrilan® acrylic bonded to acetate tricot to keep shape. Waist has band front and elastic back. Straight leg styling. Multicolor. Machine wash, med., hang to dry. State size 3, 4, 5, 6 or 6x.
29 G 9657F—Shipping weight 5 ounces \$4.00

16 Pigtail Hat. Bulky knit Creslan® acrylic. Brown.
29 G 2596—One size fits 3 thru 6x. Wt. 4 oz. \$2.75

17 Low-waist Dress. Top is double-knit acrylic. Woven plaid Acrilan® acrylic skirt is bonded to acetate tricot. Two front pleats. 2-in. hem. Zipper back. Belt. Brown and red. Machine wash, med., hang to dry.
29 G 5621F—State 2, 3, 4, 5, 6, 6x. Wt. 12 oz. \$8.00

18 Hooded Coat. Acorn brown cotton suede lined with acrylic pile on cotton back. Pile trim on edge of hood. Double-breasted style. Two patch pockets. Back pleat. All-around belt. Machine wash, warm.
29 G 8715CF—State 2, 3, 4, 5, 6, 6x. Wt. 2 lbs. \$22.00

NOTE: Shoes sold page 567.



*Reg. T.M. DuPont

**Reg. T.M. Monsanto

CPBKM AEOSLG Sears 23

Sears

**Winnie-the-Pooh
Collection**
. . . unmistakably fine quality



Pooh cheers
little boys
in Berry red,
Acorn brown,
Great green



(1 thru 4) Sizes S(2-3); M(4-5); L(6-6x). State S, M, L.

1 PERMA-PREST® Turtleneck Pullover. Stretch nylon. Machine wash, med., tumble dry . . . no iron.

29 G 48535F—Brown 29 G 4853F—White

29 G 48534F—Green 29 G 48051F—Red

State size S, M or L. Shpg. wt. 3 oz. Each \$3.50

2 Rib-knit Placket Shirt. Polyester, cotton. Long-point collar. Pretend pocket. Mach. wash, med., tumble dry. 29G5003F—Green 29G5004F—Brown 29G5002F—Red State size S, M or L. Shpg. wt. 4 oz. Each \$4.00

3 PERMA-PREST® jacquard Pullover. Polyester and cotton with knit-in pattern. Red and brown. Mock turtleneck. Mach. wash, med., tumble dry . . . no ironing. 29 G 5000F—State size S, M, L. Shpg. wt. 4 oz. \$3.00

4 Ribbed Turtleneck Pullover. Orlon® acrylic knit . . . extra long. Saddle shoulders. Machine wash, med. 29 G 3720F—Red 29 G 3723F—White

29 G 3722F—Brown 29 G 3721F—Green

State size S, M or L. Shpg. wt. 7 oz. Each \$5.00

5 Vinyl and Sherpa® pile Coat. Double-breasted style. 2 pockets. High back pleat. Sherpa pile collar, lining, trim are Dacron® polyester on polyester back. Sleeves interlined with acrylic fiber and unknown fibers (textile by-products). Brown. Machine wash, warm. 29 G 8805CF—State 3, 4, 5, 6, 6x. Wt. 3 lbs. \$17.00

6 Vinyl and Sherpa® pile Hat. Diplomat style. Sherpa pile is Dacron® polyester on polyester back. Quilted acetate tricot lining. Pulldown in-band earflaps. Brown. Matches coat (5). Sizes in inches. M(19½-20½); L(21-22). 29 G 8008F—State size M or L. Shpg. wt. 5 oz. \$3.50

(7 thru 9) PERMA-PREST® flare-leg Jeans. Polyester and cotton. Bartacked at strain points. Band waist with belt loops. Stay-put zipper fly. Pooh patch on hip. Machine wash, medium, tumble dry . . . no ironing.

7 Solid-color. Brushed-finish twill. Perma-Nee® double knees. Rally-back style . . . 2 back pockets set in yoke; 2 front pockets. Slim sizes only.†

29 G 75517F—Dark green 29 G 75516F—Brown State size 3, 4, 5, 6, 6x. Wt. 8 oz. Each \$4.50

8 Plaid. Canvas-weave fabric. Perma-Nee® double knees. 2 front pockets. Dark green, berry red, camel. Regular sizes.† State 3, Slim sizes.† State size 3, 4, 4, 5, 6 or 6x. Wt. 8 oz. 5, 6 or 6x. Wt. 8 oz. 29 G 75501F \$4.50 29 G 75506F \$4.50

9 Striped. Twill. Rally-back yoke. 2 front pockets. Dark green, berry red and camel.

Regular sizes.† State 3, 4, 5, 6, 6x. Wt. 8 oz. Slim sizes.† State size 3, 4, 5, 6, 6x. Wt. 8 oz. 29 G 75502F \$4.50 29 G 75507F \$4.50

10 PERMA-PREST® flare-leg Slacks. Fortrel® polyester, rayon twill. Red, brown. Elastic backwaist, band front. Mach. wash, med., tumble dry . . . no iron.

Regular sizes.† State 3, Slim sizes.† State 3, 4, 5, 6, 6x. Wt. 6 oz. or 6x. Wt. 6 oz. 29 G 6717F \$4.50 29 G 6718F \$4.50

11 Belt. Brown harness leather. Matching brass studs and buckle. Sizes in inches: S(19-21); L(22-24). 29 G 9440F—State size S or L. Shpg. wt. 5 oz. \$3.00

12 Belt. Brown harness leather. Pooh etched on chrome-plated steel buckle. Sizes in inches: S(19-21); L(22-24). State size S or L. 29 G 9414F—Shipping weight 4 ounces \$2.50

13 Cling-alon® Crew Socks. Orlon® acrylic, stretch nylon. Reinforced heel, toe. Elasticized tops. Pkg. of 3 prs: 1 red, 1 dk. green, 1 brown. Machine wash, med. Sizes M(shoe size 3-5½); ML(shoe size 6-8½); L(shoe size 9-11½); XL(shoe size 12-4). Shpg. wt. 3 oz. 29G1901F—State 1 size per pkg. M,ML,L,XL . Pkg. \$1.79

14 Hat and stretch Glove Set. Double-knit Orlon® acrylic hat. Acrylic and stretch nylon knit gloves. Machine wash, warm. One size fits 3 thru 6x. 29G2604-Dk. green 29G2602-Red 29G2603-Brown Shipping weight 7 ounces Set \$3.75

15 C.P.O. style Jacket. Heavyweight melton cloth of new wool and nylon lined with warm acrylic pile on cotton back. Sleeves have lining quilted to batting of acrylic and other fibers. Two pockets. Dry clean. 29G8235F-Dk. green 29G8212F-Red 29G8236F-Plaid State size 3, 4, 5, 6, 6x. Wt. 1 lb. 4 oz. Each \$12.00

*Reg. T.M. DuPont **Reg. T.M. Fiber Industries, Inc.

†Fits the slender child . . . see chart 3 on page 29.

‡Fits the average child . . . see chart 2 on page 29.



NOTE:
Shoes are sold
on page 569.

The Children's Shop

WARDROBE-BUILDER CORNER

.. featuring 14 pages of
mix 'n match fashions
SIZES TO 6x

PERMA-PREST®

Playwear Sets for boys

Sets look great without ironing
when they are machine washed,
medium and tumbled dry



1 PERMA-PREST® Slacks and layered-look Shirt. Set is stretch nylon knit. Striped shirt has sewn-in, solid-color, V-neck insert with rib-knit turtleneck. Long sleeves with rib-knit cuffs. Hemmed bottom.

Solid-color slacks have all-around elastic boxer waist. Zip-fly. Flare legs have stitched down front crease.

State size 2, 3, 4, 5, 6 or 6x. See chart below.

29 G 6568F—Blue

29 G 6569F—Brown

29 G 6570F—Green

Shpg. wt. 9 oz...Set \$3.99

2 PERMA-PREST® Slacks and fashionable skinny-rib Shirt. Set is polyester and cotton. Brown shirt has collar styled with long-point lapels and placket with smart-looking big zipper. Long sleeves with rib-knit cuffs.

Striped herringbone pattern slacks. Waist has elastic back and an extended band front with snap closure. Zipper fly. Back pocket. Semi-flare legs.

State size 3, 4, 5, 6 or 6x. See chart below.

Shipping weight 12 oz.

29 G 6572FSet \$5.99

3 PERMA-PREST® Slacks and Shirt trimmed to match. Set is a polyester and cotton blend.

Broadcloth navy sport shirt. Collar has stylish long-point lapels. Pretend flap pocket with striped trim that matches slacks. Long sleeves with button cuffs.

Handsome-style slacks are striped, textured-look denim. Waist has elastic back and extended band front with snaps. Zipper fly. Back pocket. Flare legs.

State size 3, 4, 5, 6 or 6x. See chart below.

Shipping weight 12 ounces.

29 G 6574FSet \$5.99

(4 and 5) PERMA-PREST® Wear-Dated® Sets. Guaranteed to give one year's normal wear or return set for free replacement or refund.

4 Slacks and crew neck Shirt with pocket. Acrlan® acrylic knit shirt with rib-knit neck and cuffs. Striped twill slacks of polyester and cotton. Boxer waist. Flare legs.

State size 3, 4, 5, 6 or 6x.

See chart below.

29 G 6506F—Brown shirt,

striped slacks

29 G 6507F—Green shirt,

striped slacks

29 G 6505F—Navy shirt,

striped slacks

Shpg. wt. 10 oz....Set \$4.59

*Reg. T.M. Monsanto

5 Slacks and crew neck Shirt. Acrlan® acrylic knit shirt with rib-knit neck and cuffs. Emblem on chest.

Twill slacks of Monsanto polyester and cotton. All-around elastic boxer waist. Semi-flare legs.

State size 3, 4, 5, 6 or 6x.

See chart below.

29 G 6501F—Gold shirt,

green slacks

29 G 6500F—Red shirt,

navy slacks

29 G 6502F—Rust shirt,

brown slacks

Shpg. wt. 10 oz....Set \$3.99

"Charge It" if you wish
... see page 717

CHILDREN GROW RAPIDLY . . . MEASURE AND BE SURE

Order only sizes listed with each item

Size (not age) . . .	2	3	4	5	6	6x
Height (inches) . . .	32 1/2-35	35 1/2-38	38 1/2-41	41 1/2-44	44 1/2-47	47 1/2-49



**Even at this
Low, Low Price**
.....\$7.99.....

... you get a 3-pc. Vest Suit
with Shirt, Slacks and Vest

Striped vest and slacks are made of durable cotton duck. Vest fully lined with acetate taffeta... has front belt with metal buckle. Flare-leg slacks have all-around elasticized waist. Zipper fly. Solid-color shirt of polyester and cotton broadcloth. Fashionable long point collar, balloon-style sleeves. Navy and red. Machine wash, medium, tumble dry. State size 3, 4, 5, 6 or 6x. See Chart 2 on page 32.

Shipping weight 12 oz.
29 G 9441FSuit \$7.99



3-piece **PERMA-PREST®** Vest Suits include Shirt, Vest and Slacks

1 Knit vest of Orlon® acrylic bonded to nylon tricot. Flare-leg slacks of polyester and cotton twill have band front and covered elastic back-waist. Zipper fly. 2 pockets. Polyester and cotton broadcloth shirt. Long-point collar, balloon-style sleeves. Green and gold. Machine wash, med., tumble dry... no ironing.

State 3, 4, 5, 6, 6x. See Chart 2, page 32.
29 G 9442F—Shpg. wt. 1 lb.Suit \$9.99

*Reg. DuPont T.M.

2 Vest and slacks of polyester, cotton twill. Vest lined with cotton batiste. Flare-leg slacks have band front, elasticized back-waist. Zipper fly. 2 pockets. Polyester, cotton broadcloth shirt has long-point collar, balloon-style sleeves. Machine wash, med., tumble dry... no ironing. State 3, 4, 5, 6, 6x. See Chart 2, page 32.

29 G 9452F—Blue
29 G 9453F—Rust
Shipping weight 1 pound.Suit \$11.99

3 Vest and slacks of polyester, cotton corduroy. Vest lined with cotton broadcloth. Flare-leg slacks have band front and covered elastic back-waist. Zipper fly. 2 pockets.

Shirt of polyester and cotton broadcloth. Long-point collar, balloon-style sleeves. Brown. Machine wash at medium temperature, then tumble dry... no ironing. State 3, 4, 5, 6, 6x. See Chart 2, page 32.

29 G 9447F—Shpg. wt. 1 lb. Suit \$11.99



PERMA-PREST® Shirts.
Duralon™ polyester and cotton broadcloth with soil release finish.

Machine wash at medium temperature and tumble dry... no ironing.

Long shirttails, 1 pocket. White. Hong Kong.
State 3, 4, 5, 6, 6x.

Long sleeves

Shpg. wt. 4 oz.
29 G 6376F\$1.99

Short sleeves

Shpg. wt. 3 oz.
29 G 6375F\$1.79

**PERMA-PREST® Shirt,
Clip-on Tie.** Polyester, cotton broadcloth. Mach. wash, med., tumble dry... no iron. Hong Kong. State 3, 4, 5, 6, 6x.

Long sleeves
29 G 6200F—Blue
29 G 6201F—Gold
29 G 6202F—Green
Wt. 6 oz.Set \$2.99

Short sleeves
29 G 6230F—Blue
29 G 6231F—Gold
29 G 6232F—Green
Wt. 5 oz.Set \$2.79



This handsome 10-way Suit **\$11.99**
can be worn as a Vest Suit

This versatile suit includes 4 pieces: solid-color jacket, striped slacks, solid-color slacks and a reversible tunic vest. Actual length of vest is 2 inches longer than illustrated.

Single-breasted jacket is lined with smooth acetate taffeta. Two flap pockets. Metal button trim. Flare-leg slacks have band front, elastic insert. Zipper fly. Two pockets. Fashionable tunic vest has metal chain and button trim. Suit is of durable rayon and acetate blend in oxford weave. Dry clean.

State size 3, 4, 5, 6, 6x. See Chart 2 on page 32.

29 G 9448F—Blue 29 G 9449F—Brown

Shipping weight 1 pound 4 ounces.....

Suit \$11.99



CPIBM
AEGSLG Sears 27

WARDROBE-BUILDER CORNER
... featuring 14 pages of
mix 'n match fashions
SIZES TO 6x

No-iron Go-Togethers



Item (7) is Wear-Dated®



..sporty looks for playtime



CHILDREN GROW RAPIDLY . . . MEASURE AND BE SURE

Order only sizes listed with each item

Chart 1 . . . for pullovers and sweaters.

Size	S	M	L
Height (inches)	32 1/2-38	38 1/2-44	44 1/2-49

Chart 2 . . . Regular size pants (Fit child with average build)

Size (not age)	3	4	5	6	6x
Height (inches)	35 1/2-38	38 1/2-41	41 1/2-44	44 1/2-47	47 1/2-49
Waist (inches)	21	21 1/2	22	22 1/2	23

Chart 3 . . . Slim size pants (Fit child with slender build)

Size (not age)	3	4	5	6	6x
Height (inches)	35 1/2-38	38 1/2-41	41 1/2-44	44 1/2-47	47 1/2-49
Waist (inches)	19 1/2	20	20 1/2	21	21 1/2

*Reg. T.M. DuPont

**Reg. T.M. Fiber Industries, Inc.

1 **Belted Sweater Vest.** Orlon* acrylic. U-neck. Rib-knit waist. Machine wash, med., tumble dry.

Sizes S(2-3); M(4-5); L(6-6x). See Chart 1.

29 G 3730F—Frost beige 29 G 3729F—Gold

29 G 3728F—Navy

State size S, M or L. Shpg. wt. 5 oz. Each \$3.99

2 **PERMA-PREST® Shirt.** Polyester and cotton broadcloth. Long-point collar. Two flap pockets. Long sleeves. Sanforized-Plus-2™ . . . won't shrink out of fit. Machine wash, medium, tumble dry . . . no ironing. Singapore.

State size 3, 4, 5, 6 or 6x. See Chart 2, page 32.

29 G 6251F—Blue 29 G 6253F—Green

29 G 6252F—Gold

Shipping weight ea. 4 oz. . . . Each \$2.99; 2 for \$5.90

3 **PERMA-PREST® Ban-Lon® Pullover.** 100% nylon. Rib-knit mock turtleneck. Full-fashion raglan shoulders. Machine wash, med., tumble dry . . . no iron. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1.

LONG SLEEVES. Rib-knit cuffs.

29 G 49285F—Blue

29 G 49284F—Gold

29 G 49286F—Green

Shipping weight 4 ounces. Each \$2.69

SHORT SLEEVES.

29 G 48275F—Blue

29 G 48273F—Gold

29 G 48274F—Green

Shipping weight 3 ounces. Each \$2.49

4 **PERMA-PREST® Slacks . . . regular sizes** that fit the child with average build. Fortrel** polyester and cotton twill in a smart woven stripe. Flare-legs. Waist has elastic back, extended band front. Two pockets. Machine wash, med., tumble dry . . . no iron. State size 3, 4, 5, 6, 6x. See Chart 2. 29 G 6714F—Blue 29 G 6715F—Brown 29 G 6716F—Green

Shipping weight 6 ounces. Each \$3.99

5 **PERMA-PREST® Jeans . . . regular, slim sizes.** Textured striped denim of polyester, cotton. Band waist, belt loops. Rally-back style . . . 2 back pockets set in yoke; 2 front pockets. Flare legs . . . round with no center crease. Perma-Nee® reinforced knees for longer wear. Machine wash, med., tumble dry . . . no iron.

REGULAR SIZES. Fit child with average build.

State size 3, 4, 5, 6 or 6x. See Chart 2.

29 G 75481F—Navy 29 G 75482F—Brown

Shipping weight 8 ounces. Each \$3.99

SLIM SIZES. Fit child with slender build.

State size 3, 4, 5, 6 or 6x. See Chart 3.

29 G 75486F—Navy 29 G 75487F—Brown

Shipping weight 8 ounces. Each \$3.99

6 **Suede leather Belt.** Smooth leather back. Saddle stitch border. Bronze-plated steel buckle. Sizes S(19-21); L(22-24).

29 G 9460F—Black 29 G 9461F—Sand

29 G 9462F—Green

Shipping weight 4 ounces. Each \$1.99

7 **Crew Socks. Pkg. of 5 prs.** Rib-knit, 4-ply, stretch nylon. Wear-Dated® . . . guaranteed to give one year's normal wear or return for free replacement or refund. Machine wash, medium. Pkg. of 5 prs.; 2 navy, 1 blue, 1 green, 1 brown. Sizes M(shoe size 3 to 5 1/2); ML(6 to 8 1/2); L(9 to 11 1/2); XL(12 to 4). State 1 size per package M, ML, L, XL. 29 G 1915F—Shipping weight 4 oz. . . . Pkg. \$2.49

8 **Cardigan Sweater.** Wintuk Orlon* acrylic knit with a textured, classic look. Rib-knit cuffs and waistband. Machine wash, medium.

Sizes S(2-3); M(4-5); L(6-6x). See Chart 1.

29 G 3811F—Blue 29 G 3810F—Gold

29 G 3889F—Green

State size S, M or L. Shpg. wt. 7 oz. Each \$3.99

9 **PERMA-PREST® knit placket Shirt.** Striped Dacron* polyester, cotton. Rib-knit mock turtleneck, cuffs. Fashionable zipper front. Hemmed bottom. Machine wash, med., tumble dry . . . no iron. Sizes S(2-3); M(4-5); L(6-6x). See Chart 1.

29 G 4973F—Blue 29 G 4974F—Brown

29 G 4975F—Green

State size S, M or L. Shpg. wt. 4 oz. Each \$2.99

10 **PERMA-PREST® Jeans . . . regular, slim sizes.** Polyester, cotton denim. Band waist, belt loops. Zip fly. Rally back yoke. 2 front pockets. Flare legs with front center crease. Machine wash, medium, tumble dry . . . no iron.

REGULAR SIZES. Fit the child with average build.

State size 3, 4, 5, 6 or 6x. See Chart 2.

29 G 75471F—Navy 29 G 75474F—Gold

29 G 75473F—Green

Shipping weight 8 ounces. Each \$2.99

SLIM SIZES. Fit the child with slender build.

State size 3, 4, 5, 6 or 6x. See Chart 3.

29 G 75476F—Navy 29 G 75479F—Gold

29 G 75478F—Green

Shipping weight 8 ounces. Each \$2.99

ALL ITEMS ON
PAGES 28 THRU 37
ARE IN
ColorMate Colors

All shades of
any ColorMate color
are designed to
go together
fashionably

The Children's Shop

WARDROBE-BUILDER CORNER
... featuring 14 pages of
mix 'n match fashions
SIZES TO 6x



C.P.O. shirt-style Jackets

Pile lined Unlined
\$7.99 **\$5.99**

He'll look great in this handsome jacket with authentic naval styling. Fabric is a soft blend of reprocessed wool, linen and nylon. Sewn-in stays keep collar neat. Anchor embossed buttons. Two patch pockets with button flaps. Two-button adjustable cuffs. Dry clean. From Korea.

State size 3, 4, 5, 6 or 6x. See Chart 2 on page 32.

Pile lined. Pile is blend of acrylic, linen, cotton and nylon on rayon back. Jacket is extra long for better fit and added warmth.

29 G 8232F—Blue plaid
29 G 8233F—Brown plaid
29 G 8234F—Solid navy
Shpg. wt. 1 lb. 4 oz. Each \$7.99

Unlined. Wear as a shirt or as a light-weight jacket.

29 G 6318F—Blue plaid
29 G 6319F—Brown plaid
29 G 6317F—Solid navy
Shipping weight 10 oz. Each \$5.99

SIZES
to 6x

The longest-wearing,



PERMA-PREST® Twill flare-leg Slacks

1 These neatly-tailored slacks are made of fabric so strong that no double knee reinforcing is needed. Fine quality, heavyweight twill is a blend of 75% Dacron® polyester, 25% cotton.

Slacks never need ironing when machine washed medium temperature and tumbled dry. Soil-release finish . . . greasy and oily stains wash out more easily. Waist has elastic back and extended band front with Gripper® fasteners. Zipper fly. Two front pockets.

*Reg. DuPont T.M.

REGULAR SIZES. Fit the child with average build. State size 3, 4, 5, 6 or 6x. See Chart 3 on page 32.

29 G 6766F—Brown 29 G 6767F—Green
29 G 6768F—Gold 29 G 6765F—Navy

Shipping weight 8 ounces Each \$3.99

SLIM SIZES. Fit the child with slender build. State size 3, 4, 5, 6 or 6x. See Chart 4 on page 32.

29 G 6772F—Brown 29 G 6773F—Green

29 G 6774F—Gold 29 G 6771F—Navy

Shipping weight 8 ounces Each \$3.99

PERMA-PREST® Sport Shirts

2 Polyester and cotton broadcloth with woven-in stripes. Flap pockets. Long sleeves. No ironing needed when machine washed medium temperature, tumbled dry. From Singapore.

State 3, 4, 5, 6 or 6x. See chart 2 on page 32.

29 G 6303F—Green 29 G 6302F—Gold

29 G 6301F—Blue

Shpg. wt. each 5 oz. Each \$2.99; 2 for \$5.90

Crew Socks

3 Cling-alon® crew socks are combed cotton and super-stretch nylon. Guaranteed to give one year's normal wear or return for free replacement or refund. SANI-GARD® treated for hygienic freshness. Machine wash at medium temperature. Package of four pairs: 1 green, 1 brown, 1 navy, 1 gold.

Sizes M(fits shoe sizes 3 to 5½); ML(fits shoe sizes 6 to 8½); L(fits shoe sizes 9 to 11½); XL(fits shoe sizes 12-4). State one size per package M, ML, L or XL.

29 G 1841F—Shipping weight 3 oz. Package \$2.49



toughest Twill and Corduroy Pants we sell



Sears Best

PERMA-PREST® Corduroy Jeans and Slacks

BEST BECAUSE: Sears laboratory has proved the superior strength of this corduroy fabric. In our tests, this tough blend of 60% Antron® nylon, 28% cotton and 12% DuPont 420 nylon showed 8 times more abrasion resistance than ordinary corduroy fabrics of 50% polyester and 50% cotton. And actual wear tests prove these jeans and slacks can take far more rough and tumble treatment than ordinary cotton corduroy.

4 Jeans. Mid-wale corduroy. Band waist with belt loops and snap front closure. Zipper fly. Handsome rally-back style . . . 2 back pockets set in yoke; 2 front pockets. Tapered legs. Smooth and ready to wear without ironing if machine washed at medium temperature and tumbled dry.

REGULAR SIZES. Fit the child with average build. State size 3, 4, 5, 6 or 6x. See Chart 3 on page 32.

29 G 77541F—Brown 29 G 77544F—Blue 29 G 77542F—Green
Shipping weight each 12 ounces Each \$4.99; 2 for \$9.88

SLIM SIZES. Fit the child with slender build. State size 3, 4, 5, 6 or 6x. See Chart 4 on page 32.

29 G 77546F—Brown 29 G 77545F—Blue 29 G 77547F—Green
Shipping weight each 12 ounces Each \$4.99; 2 for \$9.88

5 Slacks. Mid-wale corduroy. Waist has extended band front with snap closure. Zipper fly. Two front pockets. Tapered legs. Machine wash, medium temperature and tumble dry . . . no ironing.

REGULAR SIZES. Fit the child with average build. Elastic back waist.

State size 3, 4, 5, 6 or 6x. See Chart 3 on page 32.

29 G 6865F—Gold 29 G 6863F—Brown

29 G 6864F—Olive 29 G 6862F—Navy

Shipping weight each 8 ounces Each \$4.99; 2 for \$9.88

SLIM SIZES. Fit the child with slender build. Elastic side waist inserts.

State size 3, 4, 5, 6 or 6x. See Chart 4 on page 32.

29 G 6869F—Gold 29 G 6867F—Brown

29 G 6868F—Olive 29 G 6866F—Navy

Shipping weight each 8 ounces Each \$4.99; 2 for \$9.88

PERMA-PREST® Knit Pullovers

6 Striped. Smooth knit of stretch nylon. Rib-knit mock turtleneck and cuffs. Sewn-in V-neck insert. Long sleeves. Hemmed bottom. Machine wash medium, tumble dry . . . no ironing. From Taiwan. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1 on page 32.

29 G 5034F—Green stripes
29 G 5036F—Brown and gold stripes
29 G 5035F—Navy and red stripes
29 G 5040F—Navy and gold stripes
Shipping weight 4 ounces Each \$2.99

7 Solid-color. Rib-knit of Dacron® polyester and cotton. Turtleneck. Long sleeves. Hemmed bottom. Machine wash, medium temperature and tumble dry . . . no ironing. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1 on page 32.

29 G 5031F—Blue
29 G 5033F—Gold
29 G 5032F—Green
29 G 5030F—White
Shipping weight 4 ounces Each \$2.29

* Reg. T.M. DuPont

ALL ITEMS ON
PAGES 28 THRU 37 ARE IN
ColorMate Colors

All shades of any
ColorMate color are
designed to go
together fashionably

The Children's Shop

WARDROBE-BUILDER CORNER
 ..featuring 14 pages of
 mix 'n match fashions
SIZES TO 6x

1 Hat. Wide-wale cotton corduroy. Quilted rayon lining. Pull-down earflaps are bulky knit cotton and polyurethane foam laminated to corduroy. Adjustable chin strap. Sizes M(19½-20½); L(21-22). *State size M or L.* Sizes M(19½-20½); L(21-22). *State size M or L.*

29 G 8005F—Green 29 G 8007F—Bronze
 29 G 8006F—Blue
 Shipping weight 8 ounces.....Each \$2.79

2 Norfolk-style Jacket in longer length for extra warmth. Rugged wide-wale cotton corduroy with a warm pile lining of cotton backed acrylic. Collar closes at neck for greater protection against cold. Belt with metal buckle. Two patch pockets with flaps. Machine wash, warm temperature.

State size. 3, 4, 5, 6 or 6x. See Chart 2.
 29 G 8270F—Green 29 G 8272F—Brown
 29 G 8271F—Navy
 Shipping weight 1 pound 4 ounces.....Each \$8.99

3 Pullover Sweater. Soft, warm acrylic. Rib-knit mock turtleneck and cuffs. Raglan shoulders. Long sleeves. Machine wash, warm. From Taiwan. Sizes S(2-3); M(4-5); L(6-6x). *State size S, M or L. See Chart 1.*
 29 G 3851F—Green stripes 29 G 3850F—Brown stripes
 29 G 3849F—Navy stripes
 Shipping weight 6 ounces.....Each \$2.99

4 Velour Pullover. Luxuriously soft combed cotton knit velour. Rib-knit mock turtleneck, cuffs and waistband. Long sleeves. Machine wash, warm. Sizes S(2-3); M(4-5); L(6-6x). *State size S, M or L. See Chart 1.*
 29 G 4859F—Green 29 G 4856F—Gold
 29 G 4857F—Blue
 Shipping weight 6 ounces.....Each \$3.59

5 PERMA-PREST® Flare-leg corduroy Slacks . . . regular sizes. Tough midwale corduroy of cotton and nylon. Waist has elastic back and extended tab front. Zip fly. Two pockets. Machine wash, medium, tumble dry . . . no ironing. Regular sizes fit the child with average build. *State size 3, 4, 5, 6 or 6x. See Chart 3.*
 29 G 6851F—Blue plaid 29 G 6852F—Brown plaid
 29 G 6853F—Green plaid
 Shipping weight each 8 oz.....Each \$3.99; 2 for \$7.88

6 Crew Socks. Pkg. of 4 prs. Polyester and stretch nylon. Reinforced heel and toe. Elasticized tops. Wear-Dated® . . . guaranteed to give one year of normal wear or return for free replacement or refund. Machine wash, medium. Package of 4 pairs: 1 navy, 1 brown, 1 green, 1 gold.

Sizes M(fits shoe size 3 to 5½); ML(fits shoe size 6 to 8½); L(fits shoe size 9 to 11½); XL(fits shoe size 12 to 4). *State 1 size per pkg. M, ML, L or XL.*
 29 G 1897F-Shpg. wt. pkg. 4 oz. Pkg. \$2.25; 2 pkgs. \$4.44

7 Cardigan Sweater. Soft acrylic knit in two color tones. Full fashion raglan shoulders. Rib-knit cuffs and waistband. Machine wash warm. From Korea. Sizes S(2-3); M(4-5); L(6-6x). *State size S, M or L. See Chart 1.*

29 G 3753F—Blue 29 G 3754F—Brown
 29 G 3755F—Green
 Shipping weight 5 ounces.....Each \$2.99

8 Pullover Sweater-Shirt. Soft acrylic knit. Rib-knit mock turtleneck and cuffs. Full fashion raglan shoulders. Machine wash, warm. From Korea.

Sizes S(2-3); M(4-5); L(6-6x). *State size S, M or L. LONG SLEEVES.*
 29 G 3706F—Blue 29 G 3707F—Gold 29 G 3708F—Green
 Shipping weight each 4 oz.....Each \$2.99; 2 for \$5.90

9 PERMA-PREST® corduroy Slacks . . . regular and slim sizes. Midwale corduroy of Kodel® polyester and cotton. Waist has elastic back and band front. Zip fly. Two pockets. Tapered legs. Machine wash, medium temperature and tumble dry . . . no ironing.

REGULAR SIZES. Fit the child with average build. *State size 3, 4, 5, 6 or 6x. See Chart 3.*
 29 G 6883F—Navy 29 G 6884F—Brown
 29 G 6885F—Green
 Shipping weight 8 ounces.....Each \$2.99

SLIM SIZES. Fit the child with slender build. *State size 3, 4, 5, 6 or 6x. See Chart 4.*
 29 G 6887F—Navy 29 G 6888F—Brown
 29 G 6889F—Green
 Shipping weight 8 ounces.....Each \$2.99

Corduroy and Knits



**ALL ITEMS ON
 PAGES 28 THRU 37
 ARE IN
 ColorMate Colors**

All Shades of
 any ColorMate color
 are designed
 to go together
 fashionably

CHILDREN GROW RAPIDLY . . . MEASURE AND BE SURE

Order only sizes listed with each item

Measuring Chart 1

Size	S	M	L
Height (inches)	32 ½-38	38 ½-44	44 ½-49

Measuring Chart 2

Size (not age)	3	4	5	6	6x
Height (inches)	35 ½-38	38 ½-41	41 ½-44	44 ½-47	47 ½-49

Measuring Chart 3 . . . Regular size slacks (fit the child with average build)

Size (not age)	3	4	5	6	6x
Height (inches)	35 ½-38	38 ½-41	41 ½-44	44 ½-47	47 ½-49

Waist (inches) 21 21 ½ 22 22 ½ 23

Measuring Chart 4 . . . Slim size slacks (fit the child with slender build)

Size (not age)	3	4	5	6	6x
Height (inches)	35 ½-38	38 ½-41	41 ½-44	44 ½-47	47 ½-49

Waist (inches) 19 ½ 20 20 ½ 21 21 ½

*Reg. T.M. Eastman Chemical Products, Inc.

. . . for rugged looks and rugged wear

